

CHRIST ACADEMY

2020 BRAND STYLE GUIDE

Presented by Brooke Clark

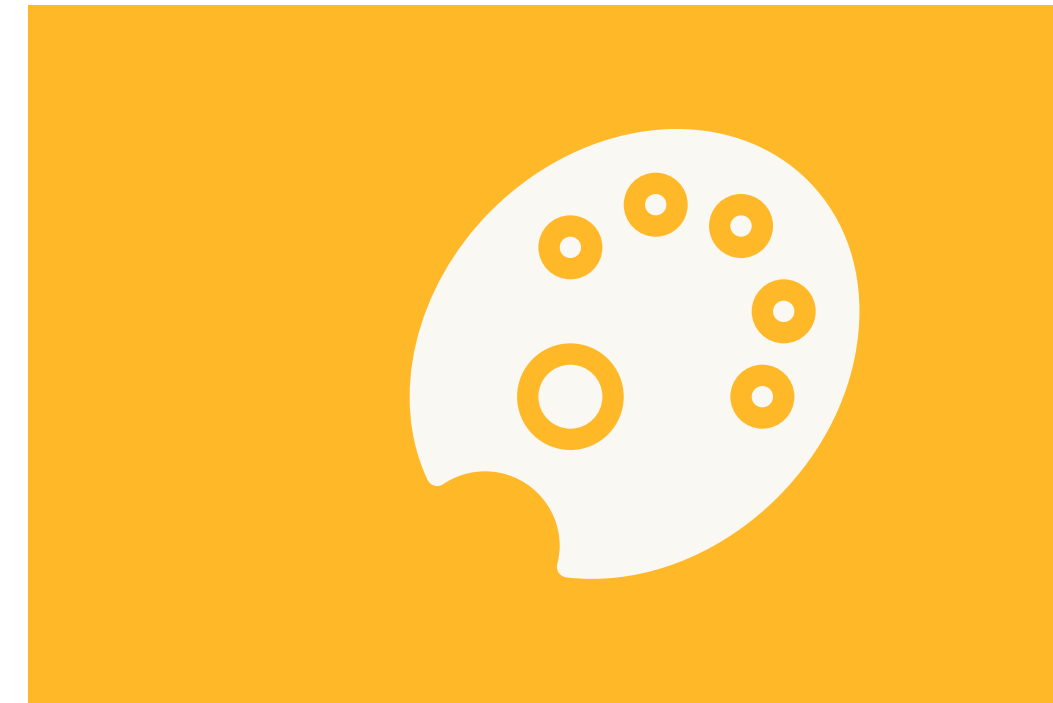


Color Palette | Primary & Secondary

The Proper Hex Codes



Red: #ee352a



Yellow: ffb827



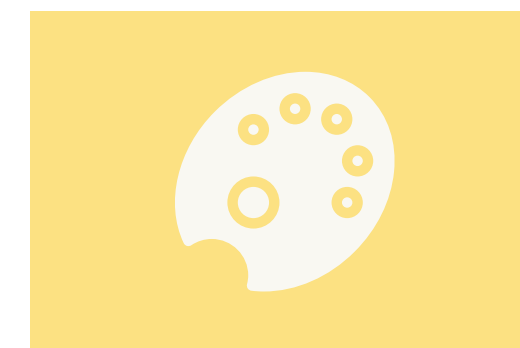
Red: #cd3129



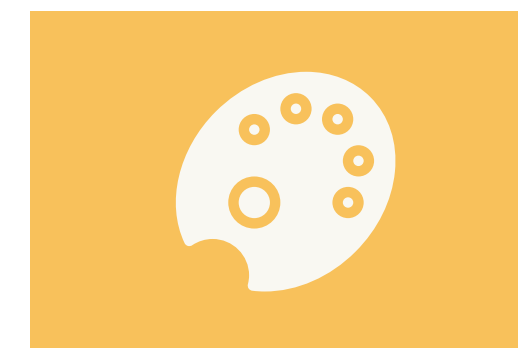
Crimson: #952524



Red: #d9342c



Light Yellow: #FCE182



Light Yellow: #FCc15b

Logo Variants



Master logo



Variation of master to be used when there is no other text in the graphic



Submark, only available in black & white



Iconography

Logo Variants | Athletics

Brand Guidelines



Master logo



Iconography

Typography

Brand Guidelines

TRAJAN PRO 3 REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()

FUTURA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Arimo may be substituted for Futura as needed